Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently amended) A method for limiting dissemination of content in an online game, the method comprising:

a[[.]]) hosting for transmission content designated as goal-activated content;

b[[.]]) transmitting the goal-activated content to the client upon a client request; and

c[[.]]) instructing the client to delete goal-activated content stored on the client.

2. (Original) The method of claim 1 wherein step b.) comprises transmitting the goal-activated content to the client responsive to a determination that a player associated with the client has fulfilled a goal.

3. (Original) The method of claim 1 further comprising the step of receiving a history profile from the client.

4. (Original) The method of claim 3 wherein step c.) comprises instructing the client to delete goal-activated content stored on the client in accordance with the history.

5. (Original) The method of claim 1 further comprising the step of encrypting the goal-activated content prior to transmission to the client.

6. (Currently amended) The method for limiting dissemination of content transmitted by a server in an online game, the method comprising:

a[[.]]) requesting goal-activated content from the server;

b[[.]]) receiving the goal-activated content from the server;

c[[.]]) receiving an instruction from the server to delete goal-activated content; and

d[[.]]) deleting goal-activated content.

7. (Original) The method of claim 6 wherein step c) comprises receiving, upon initialization of an executable program, an instruction to delete goal-activated content.

8. (Original) The method of claim 6 further comprising the steps of

maintaining a history profile comprising information about content received from the server and

sending the history profile to the server.

9. (Original) The method of claim 8 wherein step c) comprises receiving an instruction to delete goal-activated content in accordance with the history profile.

10. (Original) The method of claim 6 wherein step c) comprises receiving an instruction to delete all goal-activated content.

11. (Original) The method of claim 6 further comprising the step of determining a player has fulfilled a goal.

12. (Original) The method of claim 11 wherein step a) comprises requesting a goal-activated content in response to the fulfillment of the goal.

13. (Original) A method for limiting dissemination of content transmitted by a server to a client in an online game, the method comprising:

    a) the client requesting goal-activated content from the server;

    b) the server transmitting the goal-activated content to the client;

    c) the server instructing the client to delete goal-activated content; and

    d) the client deleting goal-activated content.

14. (Original) The method of claim 13 further comprising the steps of

    the client determining that a player associated with the client has fulfilled a goal, and

    the server authenticating that a player associated with the client has fulfilled the goal.

15. (Original) The method of claim 14 wherein step a) comprises requesting goal-activated content in response to the fulfillment of the goal, and wherein step b) comprises transmitting the goal-activated content to the client responsive to the authentication.

16. (Original) The method of claim 13 further comprising the steps of

    the client maintaining a history profile comprising information about content received from the server, and

    the client sending the history profile to the server.

17. (Original) The method of claim 16 wherein step c) comprises instructing the client to delete goal-activated content in accordance with the history profile.

18. (Original) The method of claim 13 wherein step c) comprises the server instructing the client to delete all goal-activated content.

19. (Original) The method of claims 13 wherein step c) comprises the server instructing the client to delete all goal-activated content upon initialization of an executable program by the client.

20. (Original) A computer based content dissemination limiting apparatus comprising:

a) a non-volatile memory element storing goal-activated data;

b) a transceiver receiving a connection request from a remote client on the network;

c) a processor determining that the goal-activated content is to be transmitted to the client;

d) the transceiver transmitting the goal-activated content; and

e) the transceiver transmitting a deletion instruction to the client.

21. (New) A method for controlling access to content by clients in a multiplayer game comprising:

maintaining a state for each of one or more players in a multiplayer game;

storing content for distribution to clients associated with the players in the game, including storing content in association with each of a plurality of states that can be reached by at least some of the players;

controlling access by a first client to content associated with a first state of the plurality of states, including

determining whether a first player associated with the first client has reached the first state,

restricting access to said content if the first player has not reached the first state, and

permitting access to said content if the first player has reached the first state.

22. (New) The method of claim 21 wherein the state for a player comprises a fulfillment of a goal in the game.

23. (New) The method of claim 21 wherein determining whether the first player associated with the first client has reached the first state comprises determining whether the player has met goal requirements associated with the first state.